

291 Pupils Enrolled At Public and High Schools

NO SHOOTING

Mr. A. Spreeman who farms in the Innes Lake district south west of town reports that a flock of Canada Geese appear to have taken refuge near his farm and he is requesting all hunters not to molest them. He believes that by another year, this area may prove to be a hatching ground for the geese and he wishes to protect them. Mr. Spreeman may be putting up signs on his property to this effect but failing to get them up before the hunting season opens he is requesting all hunters to ask for permission to shoot on his grounds.

—Olds Gazette

FORMER DIDSBURY GIRL HONORED AT SHOWER

On Thursday evening, September 11, forty of the Schmidt relatives gathered at the home of Mr. and Mrs. Jacob B. Schmidt in Abbotsford to honor Mr. and Mrs. Gordon Chapman, whose marriage took place recently at Victoria, B.C. Mrs. Chapman is the former Adina Schmidt and was at one time a resident of Didsbury.

An impromptu program was arranged during the evening and was thoroughly enjoyed by all. Lunch was served following the program and the young couple were then presented with a large box full of gifts. At the close of the evening the entire family group agreed that it had been very pleasant to get together for such an evening.

80 YEARS OLD BUT STILL ABLE TO WORK

Some people feel they can't help out with the work being done on the Memorial Community Centre project now underway. Possibly they can't, but if age is any handicap then Fred Moyle must be a Superman for he was one of the 28 workers who turned out last Wednesday to dig the holes for the supporting beams of the new covered skating rink. Fred, despite his 80 odd years of age, demonstrated that he could still do a day's work and has offered to help at any time the committee needs him during the erection of Memorial Community Centre buildings.

FORTY YEARS AGO

September 20, 1907

Mr. Ruben Sherrick of Berlin, Ont., and Mr. James Fenton of Ont., have arrived in Didsbury.

The Nidrie ford on the Big Red west of Olds was an expensive mishap for Percy Ross on September 6. While attempting to cross the stream at this point with a team attached to a buggy, one of the horses became frightened and in a struggle both horses went under and were drowned.

Didsbury's \$6500 worth of bonds for new fire fighting equipment and street improvements are now on the market.

Owing to wet weather the Didsbury Fall Fair has been postponed until Monday, October 14.

Mr. F.N. Ballard, manager of the local branch of the Union Bank of Canada, has sold the new brick building, which he owned, to the bank.

It is reported that the Panama Canal will be completed in about seven years time.

The Wardens of the Didsbury Church of England have installed an organ in the hall.

C.P.R. TRAIN TIME TABLE

Train No.	To Calgary
522	4.51 a.m.
524	11.54 a.m.
526	5.20 p.m.
Train No.	To Edmonton
521	1.10 a.m.
523	10.50 a.m.
525	6.19 p.m.

All the above trains are daily

JOEL BARRETT PRESIDENT OF STUDENTS' UNION

At a meeting of the general assembly of the High School on Friday, September 19, the following students were elected to the executive:

President, Joel Barrett.
Vice-President, Bill Rennie.
Sec.-Treas., Jean Rennie.
Social Committee, Don Freeman, Deloyce Goetjen, Norma Ringheim, Bill Edwards.
Grade XII representative, Bryce Thompson.
Grade XI representative, Don Le Grand.
Grade X representative, Don Robertson.
Grade IX representative, Ken Morris.

SNOW AND RAIN DELAY THRESHING IN THIS DISTRICT

Not satisfied with a light fall of snow last Wednesday evening, the weather man really "poured it on" and on Thursday rain continued to fall all day, again turning to snow in the evening, and Friday morning there was about two inches of the wintry mantle on the ground. This soon melted under Friday's rain, and after a let up Saturday, more moisture fell Saturday night, thoroughly soaking grain and really putting a stop to harvest.

The weather temporarily cleared Sunday night and Monday was warm and bright with temperature nearing the 40 degree mark. However, the fine weather was short-lived and Tuesday morning skies again clouded over, and north westerly winds brought cloudy weather with a drizzle of rain.

The wet weather and warm days have caused some spreading of grain in both swath and stock, but it is hoped the loss will not be serious.

Cutting is estimated to be about 90 per cent completed in the Didsbury district, but very little threshing was done before the storm and yields can not be determined at this early date.

WESTERDALE NOTES

The fine weather of the past two days came to a sudden end Tuesday morning when a cold wave blew in from the north. The fine rain accompanying the cold wave has discouraged the farmers who had hopes of the weather remaining fine so that harvesting operations could so soon be resumed.

Five ladies met at the home of Mrs. W. Herbert last Friday afternoon and completed a quilt.

Mr. and Mrs. W. Herbert and Mr. and Mrs. H. Jackson motored to Calgary on business last Thursday.

Miss Wise, the Westerdale school teacher, visited at her home in Olds over the week end.

We extend happy birthday greetings to Mr. A. Jackson, who celebrated his 77th birthday on Sunday.

DEPT. OF AGRICULTURE GENERAL CROP REPORT AT SEPTEMBER 17, 1947

Cold wet weather has seriously delayed harvest throughout the province. Operations are at a standstill. Fields are sodden, and grain sprouting in stocks and swaths is adding to the farmers' troubles. Rain has interfered with work on summer-fallow and many fields are showing the result of enforced neglect. Cutting is 68 per cent completed but little threshing has been done in central and northern districts. Given clear, warm weather, cutting and threshing would proceed rapidly.

Fair yields are reported from many districts, but the effects of earlier drought in others has reduced yields considerably. The provincial average is estimated at: wheat 16.4; oats 31; barley 23; and flax 8 bushels per acre. Wheat cutting varies between 50 and 90 per cent completed with a provincial average of 68 per cent. Progress of threshing ranges between 30 per cent completed in southeastern Alberta to very little in northern sections.



BERT PEARL

Who has returned to "The Happy Gang" program heard every morning from Monday to Friday over CFAC at 11.15 a.m., Mountain Daylight Time.

PLAN TO ORGANIZE LADIES' SPORTS CLUB

A number of young ladies of Didsbury are planning the formation of a sports club in town to promote winter sports and all business girls and young married women interested in such a club are asked to attend a meeting in Betty's Beauty Salon on Wednesday, October 1st, at 8 p.m. Everyone is welcome and you are urged to come and bring any ideas for the formation and operation of a sports club.

WORK PROCEEDING ON THE COMMUNITY CENTRE PROJECT

Actual work on the first project of Didsbury's Memorial Community Centre was started last Wednesday afternoon when 23 volunteer workers turned out to dig the holes for the cement blocks to support the arch beams. Twenty-four holes four feet square and about three feet deep were dug in about two hours time, which is somewhat of a record.

A drilling outfit is now on the property and a well is being put down at the north east corner of the proposed building.

Plans are to proceed with the building in an endeavor to have it completed in time for skating and hockey this winter, and with the labor shortage volunteer help will be needed. The second "bee" is to be held this Wednesday afternoon, September 24, and everyone who possibly can come out should be on hand as soon after lunch as is convenient.

UNITED CHURCH RALLY DAY SUNDAY, SEPTEMBER 23

The Didsbury United Church will hold its Rally Day services on Sunday, September 23rd. A special service with parents and children will be held at 11 a.m. The evening service will be a Young People's service commencing at 7.45 p.m. The subject will be "Left Handed or Handicapped."

You are invited to attend these special Rally Day services.

The Westcott service will be held at 11 a.m.

St. Cyprian's W.A. will hold a Tea and Food Sale in the Lions Hall on Saturday, October 4, from 3 to 6 p.m.

An overcast sky means no sky visible; cloudy means some sky is visible.



JOHN COBB BREAKS HIS OWN LAND SPEED RECORD

Mr. John Cobb of London on September 16th broke his own world's land speed record of 369.7 m.p.h. in his Raitton-Mobil Special, on the Bonneville Salt Flats, Utah, by attaining an average speed for the two mile run of 394.196 miles per hour. On his second run he achieved the distinction of being

Generous Donations To Community Centre Project

KNOX W.M.S. HOLD FIRST FALL AND WINTER MEETING

Eight members were present at the first fall and winter meeting of Knox United Church W.M.S. held in the manse on Monday evening, September 15. Rev. D. Whyte Smith gave an interesting talk on "The Bible for England" and Mrs. Ruth Eckel took the devotional period.

At the close of the meeting Mrs. D. Whyte Smith served lunch.

C.G.I.T. GROUPS ELECT OFFICERS FOR YEAR

The C.G.I.T. groups organized for the season at a meeting held in the United Church on Wednesday, September 17, and Miss E. Willson will again be leader of the Senior Group, with Miss Ann Proden and Miss Florence Cullen as leaders of the Junior Group.

Officers elected for the Junior Group were:

President, Marlene LeGrand.
Vice-President, Violet Glinther.
Secretary, Alice Wood.
Treasurer, Leona Blain.
Senior Group officers elected were:

President, Alice Glinther.
Vice-President, Doreen Dick.
Sec.-Treas., Laura McCoy.

This year a "Departmental Group" has been organized and will consist of both Senior and Junior C.G.I.T. Group members, meeting jointly once a month. Officers for the Departmental Group are:

President, Jean Rennie.
Vice-President, Deloyce Goetjen.
Secretary, Winona Rouleau.
Treasurer, Joyce Buhr.

WESTCOTT NEWS NOTES

After last week's stormy weather in which many of us had our crops flattened by the snow we welcomed the balmy sunshine on Monday but were disappointed to see it become cloudy again on Tuesday.

Westcott school is on standard time so a little of the confusion is cleared up. Just throw away the extra clock, we're all the same now.

Mr. and Mrs. Herman Dageford and daughter spent Thursday last in Calgary.

We hear that Le Roy Benson, who attends school at Red Deer, hitch hiked home to Westcott last week end. Ambitious boy, in all that mud.

Mr. and Mrs. Jack Robertson and Margaret were Calgary visitors on Saturday last.

Mr. and Mrs. Clarence Reinhardt received another letter from their scuffling son, Donald. Don had just spent a leave in France and also had visited other points of interest on the continent.

Mr. and Mrs. Herbert Goetjen attended a party on Monday evening last at the home of Mr. and Mrs. Rudolph Goetjen, the occasion being Rudolph's birthday. Mr. H. Goetjen of Chilliwack, B.C. is visiting here, and having just celebrated his 71st birthday last Friday, the family gathering was held in honor of them both.

The grading on the Westcott road has started, but that is all we can say. The weather man has called a halt to that too, and with all the moisture it may be some time before it can be resumed.

The Memorial Community Centre project now underway in Didsbury

has been getting generous support from local and district citizens and while truckers have had to be hired to haul washed gravel at \$18 per load, these same truckers have each donated one load of gravel. They include Gus Bittner, Emil Dupont, H.E. Anderson, O.G. Anderson, Burr Tuggle and Payne-Freeman Co. Besides this, Geo. Law and Ed Ford have each donated cash to pay for a load of gravel.

Lawrence Dickau has donated the labor for wiring the workshop, and to operate power tools and cement mixers.

About 30 citizens have so far donated an afternoon's work in digging holes for cement roof supports of the new covered skating rink.

Besides the above donations, the following cash contributions have been made to the Canadian Legion Memorial Community Centre Fund:

Reid Clarke \$52.38; Mrs. A. Hall \$3.00; Reuben Rodney \$10; O.T. Swaby \$10; R.J. Nelson \$2; A.R. Rothwell \$5; Mrs. E. Sutton \$10; G. Dahl \$5; A.M. Robertson \$100; J.V. Berscht & Sons \$150; Alexander Ross \$3; S.E. Baughman \$5; Rangers and Girl Guides \$75; Ed Janz \$3; R.L. Shantz \$25.

WHEAT PRICE SET AT COUNTRY ELEVATORS

The Canadian Wheat Board has announced that until further notice sales of Board wheat at country elevators will be made at \$1.98 1/2 a bushel, basis 1 northern, less the freight rate to Fort William or Vancouver, whichever is the lower.

To this price the regular diversion premium will be added, which is 1 1/2¢ per bushel in the case of 1, 2 and 3 northern; 2 1/2¢ on 4 northern and all other grades including durum, garnets or Alberta red winters, with an additional 1/2¢ per bushel on all grades of tough wheat.

NOTES FROM THE EAST

Mr. Hugh McPhail will be at the Jutland school house on Friday evening, September 26, to organize a Calf Club in the district. There will be a short program and the showing of lantern slides. All children and parents are welcome.

Miss Evelyn Dowell has started taking part of her Grade 9 and 10 at home by correspondence. Miss Dunn will assist her.

This Friday the Rosebud Health Clinic will visit the Jutland school and immunize the students.

Miss Gerome and her uncle left the Bruce Shells' home Monday and will work their way out to B.C.

Mrs. D.L. Fobes spent last Thursday visiting her home in the district.

Mr. H. Wood and son were among the duck hunters seen at Burns' Lake for the opening of the season. Ducks seem to be plentiful in this district.

POULTRY DRESSING AND PACKING STATION IN TOWN

Fred Platz advises the "Pioneer" this week that his poultry plant has been inspected and registered by the Department of Agriculture and will henceforth be operated as a poultry dressing, grading and packing station. The registered number of the new plant is 2-250.

The plant will be a benefit to the poultry raisers of the district who will now be able to market their poultry in Didsbury, in either live, dressed or rail graded, and receive highest market prices.

DIDSBURY MARKETS

EGGS	
A Large	39c
A Medium	37c
A Pullet	38c
B's	26c
C's	21c

BUTTERFAT	
Delivery Basis at Crystal Dairy	
Special	64c
No. 1	62c
No. 2	54c
Table Cream	69c

THE DIDSBURY PIONEER

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ED. J. ROULEAU, Editor & Publisher

Editorial

THE FARMER'S LOT

The past two weeks have definitely been unfavorable for harvesting grain and farmers still believe that there is no business in this country that is more of a gamble than grain growing. We had a fair spring, as weather goes, the growing season was somewhat dry the end of July, but the crops on the whole came through the summer better than in most districts of the province. A little hail struck the district, but this, too, was not as severe as in many other districts. But everything can't be favorable, and while most of the grain has been cut, very little of it has been threshed, and now the grain will probably lose a grade.

However, farmers in the Didsbury district should not feel too badly. Most of them have a crop to thresh, whereas many farmers in eastern Alberta aren't complaining about the wet fall weather because they haven't any crop at all to thresh. Then, again, there are prospects of favorable weather before freeze up and it is quite likely that the crop will be garnered before the snow really covers the fields for the long winter ahead.

Citizens in all walks of life are in sympathy with the farmer at this time of year and all hope that he will have a bountiful harvest.

Possibly it is drouth, pests, hail, frost and wet weather that is the farmer's lot, but on the average the Didsbury district comes through just a little better than most other parts of the province, and no doubt it will come through again this year with flying colors.

SPECIAL PRIVILEGES FOR NONE

In an interview with The Innisfail Province two representatives of the Huttenrites in answer to the question, "Would they ever come out and be real Canadians by mixing with and intermarrying with those Canadians who were not of the same faith?", stated definitely, "No they would not intermarry." This in itself is sufficient reason for the Huttenrites being unwelcome settlers in any truly Canadian district. We can never build a Canadian Nation by allowing people into our country who are not prepared to accept full citizenship responsibilities and it is time that our government took some definite stand in the matter.

Any special privileges any group of foreigners who have settled in Canada have today, under legislation should be rescinded and all those enjoying the privileges of Canadian citizenship should be compelled to accept the responsibilities of citizenship.—Innisfail Province.

SEEDING IN THE FALL

Grasses, particularly crested wheat grass, are often seeded in the fall of the year. If the seeding has not been done by September 15th it should be delayed until between October 1st and 15th. The early seeded grass will germinate and over-winter satisfactorily while October seeded grass will be in the ground ready to germinate in the early spring and make full use of the moisture that is available.

Legumes should not be seeded in the fall of the year unless it is done in October after the possibility of germination is past. Legumes that germinate in the fall are almost certain to winter kill.

Fall seeding should be avoided on land where soil drifting might occur. On dry, loose land it would be wiser to delay seeding until early spring or until soil moisture is adequate. Fall seeding into stubble is usually safer than seeding into summer fallow.

DIDSBURY HOSPITAL BIRTHS

Born at the Didsbury Municipal Hospital to Mr. and Mrs. Virgil Burkholder on September 11th, a son.

To Mr. and Mrs. Murray Anderson on September 13th, a son.

To Mr. and Mrs. Wm. Ross on September 16th, a daughter.

To Mr. and Mrs. Arthur Pedersen on September 17th, a son.

To Mr. and Mrs. Lester Krebs on September 18th, a daughter.

To Mr. and Mrs. Eric Gooding on September 20th, a son.

To Mr. and Mrs. M.R. Sutherland of Elkton on September 20th, a daughter.

To Mr. and Mrs. Walter Pratt on September 23rd, a son.

Admitting that she was not abducted, a California girl said, "I tied myself, scratched myself and burned myself." Good trick when done in that order.

BARGAINS IN USED MACHINERY

- * 8' No. 22 INTERNATIONAL COMBINE
- * 3-FURROW PLOW
- * 10' STIFF TOOTH CULTIVATOR
- * NEW 7' FIELD CULTIVATOR, 3-rank gangs.

HAROLD E. OKE

Your Machine Man Phone 10, Didsbury

FARMERS!

WE HAVE IN STOCK
A COMPLETE LINE OF

MAGNETOS AND REPAIRS

BRING IN YOUR MAGNETO FOR
SERVICING AND EXCHANGE

EDFORD MOTORS

— YOUR MODERN GARAGE —
ED. FORD, prop. — PHONE 58

LOCAL NEWS NOTES

Mr. and Mrs. Dave Edwards motored to Calgary Saturday and Mrs. Edwards is receiving medical treatment in the city.

The Ladies' Curling Club will hold a Food Sale and Tea in the Lions Hall on Saturday, October 18th.

Mrs. L. P. Carter and son Stanley returned to their home in Vancouver Friday evening after visiting a few days with Mr. and Mrs. H. Lynch-Staunton.

Funeral services for August Herman Kropinske, 83, who died at Nelson, B.C. on September 20, are to be held this afternoon at Con-sort, Alberta. Mrs. G.O. Fleg of Didsbury is a daughter.

Mr. and Mrs. Frank Kyncl and son, Boyd, of Coleman, left Friday after spending part of their month's holiday visiting with the former's parents, Mr. and Mrs. Joseph Kyncl. They enjoyed their visit to the Didsbury district but were very sorry not to be able to see all their old friends due to the condition of the roads.

Canadian production of oats and barley this year is estimated at 567,404,000 bushels. About 75 per cent of this production comes from the three prairie provinces of Western Canada. Production in those three provinces is 25 per cent below last year.

In 1936 the British Empire had three kings.

TO START DRESSING YOUR
CAR FOR WINTER WEATHER

DO IT NOW!

BRING YOUR CAR IN TODAY FOR A

PRE-WINTER CHECK-UP

THAT WILL LAST ALL WINTER

THE ENGINE, STEERING,
BRAKES, LUBRICANTS,
ANTI-FREEZE, BODY

Must be Weather-Proofed

QUICK SERVICE!

MERCURY LINCOLN

PARTS AND SERVICE

PREVOST MOTORS

BERT PREVOST, Prop.

PHONE 168 — DIDSBURY

ORDER YOUR
COUNTER
CHECK
BOOKS— FROM THE —
DIDSBURY PIONEER

CARD OF THANKS

The Ladies' Curling Club wish to thank all curlers and non-curlers who so liberally supported their tea on Saturday, September 20. Also a special thank you to Mr. and Mrs. McCulloch who so kindly donated the use of their store.

CALL FOR TENDERS

OLDS SCHOOL DIVISION No. 31 is calling for tenders on 200 cords (more or less) green poplar wood.

Tenders may tender on the full 200 cords or any portion thereof. State location of wood and type of road which serves this location. Wood may be cut in 14' lengths. Blocks under 6" to be split in half. Blocks over 6" to be split to the same proportion.

Split wood to be thrown in large piles for drying. Piles not to be on the sawdust.

Lowest or any tender not necessarily accepted.

Tenders to close and be in our hands by 12:00 noon, Saturday, October 11th, 1947.

All tenders to be forwarded to: S.J. Gilson, Sec. Treas., Olds School Division No. 31, Didsbury, Alberta. 39-31c

TENDERS

SEALED TENDERS for the purchase of the Melvin school, situated on the E½ 27-31-3 W5th, will be received up to 12:00 noon, Saturday, October 11th, 1947. Building to be moved and the foundation cleared from the premises. Highest or any tender not necessarily accepted.

SEALED TENDERS for the purchase of the original Neapolis school building which is no longer in use for classroom purposes, will be received up to 12:00 noon, Saturday, October 11th, 1947. Building to be moved and the foundation cleared from the premises. Highest or any tender not necessarily accepted.

SEALED TENDERS for the purchase of the lean-to on the Neapolis school barn will be received up to 12:00 noon, Saturday, October 11th, 1947. Building to be moved and the foundation cleared from the premises. Highest or any tender not necessarily accepted.

Olds School Division No. 31, S.J. Gilson, Sec. Treas., Didsbury, Alberta. 39-31c

CLASSIFIED

FOR SALE—8 ft. M.H. Binder on rubber; Stook Sweep; Gehl Hammer Mill; 16-36 Hartt Parr Tractor; 24-run Massey Seed Drill with power lift; McCormick Deering Pump Engine. Apply to B.A. Service, phone 53, Didsbury. 34-41c

FOR SALE—Model A Ford Coach, in good shape, \$300; ½ ton 1935 Chev. Truck, thoroughly reconditioned, \$750 (will take trade); 15-30 McCormick Deering Tractor, complete with power take-off, new sleeves and pistons, \$450; John Deere 10-ft. Double Disc, \$75. Apply to Carbon Auto Service, phone 33, Carbon, Alberta. 37-31p

FOR SALE—15-30 McCormick Deering Tractor, good shape throughout; Running Gear and box, in first class shape; Running Gear and rack. Apply to Mike Shaw. 38-31p

FOR SALE—Used 13.50x32 6-ply Tractor Tires. Contact Payne-Freeman Co., phone 14, Didsbury.

FOR SALE—Power Saw with ½-horse motor, 13"x43" table, tilts and has 8" plate; Power planer with ½-horse motor; Kitchen Table. Apply to Ed Jans. 38-21p

FOR SALE—3-Bottom 16-inch used Plow, fair shape; New Wagon on rubber, roller bearings. \$199.95. —Cassidy Lumber Yard. 38-21c

FOR SALE—Yorkshire Boar, one year old, no papers. Apply to Henry Sportel. 11c

WANTED TO BUY—50 Head of Breeding Ewes, must be young. Apply to Lew Wrigglesworth. 1p

HI NEIGHBORS! You know your cattle and horses are in my crop. Please take them out.

FOR SALE—Kitchen Cabinet, Cook Stoves, Heaters, Tables, Chairs, Baby Crib, Tools, Dishes, Fruit Jar, Wood Stove, Large size and ¼ Beds, Cots and New Mattresses, Briggs & Stratton Model N Engine, Tank Heaters, Strollers. —Cecil Malloch, Second Hand Store, Didsbury. 11p

FOR SALE—5 Room Bungalow, with extra lot. Good location. Owner leaving town. Apply at Pioneer office or Snyder & Cober store. 11p

FOR SALE—14 good Milk Cows; 3 two-year-olds, to freshen soon; 5 Yearlings. Apply to Hughie Roberts, phone 107, Didsbury. 1c

FOR SALE—50 New Hampshire Pullets, laying. Apply to Mrs. R. Oldham. 39-21p

FOR SALE—1939 Chev. 1½ ton Truck, new motor, excellent tires.—Edford Motors. 21c

FOR SALE—1940 Fargo Ton Truck with new motor, new box and stock racks. A snap for \$1150, including license. Apply to Gordon Neufeld, Didsbury. 11p

Classified ads get results. If you have anything to sell why not list it in this column?

FOR SALE—Saw Mandrel at 25% off. New Robin Grain Lender at 20% off. Power Take Off for truck. —Cassidy Lumber Yard, phone 122, Didsbury. 1c

FLOORS SANDED and finished. In town or country. Dustless machine. Box 211, Didsbury. 39-31p

FOR SALE—81 Massey Harris Tractor and Trailer, newly overhauled and painted; Model A Ford Coach; low Wagon Gear; 24 Registered Guernsey Cows. Apply to Irvin Klein, phone R217, Didsbury. 1c

CARD OF THANKS

I wish to thank all friends and relatives who visited me during my illness in the Didsbury hospital. Also for the cards and lovely flowers. It was appreciated very much. Mrs. Adam J. Luft.

PLEASE PHONE OR BRING IN YOUR NEWS ITEMS

This newspaper cannot make a house to house canvass for news, but it is always glad to have it phoned or handed in. We want all the news. We are just as pleased to mention your guests or your visit as to mention things of your neighbors—but maybe your neighbors co-operated with us in getting the facts. Please let us have your news items. Our columns are always open to them. And remember they must be in before Tuesday noon, if at all possible.

Hy-Way Hank



It appeared very suddenly—shortly after he began treating our car to White Rose gas and oil!

ROSEBUD GARAGE

Phil Andrews, prop.—Phone 143

HIWAY SERVICE
GARAGE

Repairs to All Makes of Cars

— QUICK SERVICE —

Firestone Tires and Batteries

WM. McCULLOCH JR., prop.

Phone 618 — Didsbury

DIDSBURY THEATRE

Showing Thursday,

Friday and Saturday

— THIS WEEK —

THEY WON'T BELIEVE ME

— Featuring —

Robert Young — Susan Hayward

A REAL TREAT FOR ADULTS

Showing Monday

Tuesday and Wednesday

— NEXT WEEK —

Vivian Blaine — Perry Como

Harry James

— IN —

IF I'M LUCKY

A grand musical comedy for the entire family.

WE CAN'T SHOW THEM ALL, SO
WE SHOW ONLY THE BEST

EAT AT The BRIGHT - SPOT -

The Best in Ice Cream, Soft
Drinks and Light Lunches.

Albert & Minnie Schneidmiller

— TRY A —
● CLASSIFIED AD ●
— FOR —
● QUICK RESULTS ●

DIDSBURY
TAXI

24-HOUR SERVICE

— PHONE 53 —

AMBULANCE SERVICE

L. J. WOODSON, Prop.

RADIATORS LIMITED

CALGARY — LETHBRIDGE — RED DEER

Radiators For All Makes of Cars, Trucks
Tractors and Industrial Engines
GENUINE FACTORY REPLACEMENT OF
YOUR ORIGINAL RADIATOR

"DESIRE TO SERVE — PLUS ABILITY"**ORME FUNERAL CHAPEL**

Efficient, Kently Funeral and Ambulance Service

AGENT FOR MEMORIALS

GEORGE ORME AND SON

Phone 22, Olds

**IN DEALING WITH YOUR
LOCAL MERCHANTS**

You Are Supporting Your
Community Life



Deliver Your Grain to Your
PIONEER ELEVATOR



The Canadian Riel statue will always be part of
Alberta's heritage and abiding wealth. Your
Provincial Treasury Branches are here to stay
too. They are backed by the permanent re-
sources of Alberta. Your Treasury Branch
belongs to you, is operated for your benefit
and advantage. Learn about Treasury Branch
Services. You'll agree—IT'S A GOOD IDEA!

**Provincial
TREASURY
BRANCHES**

Symbol of
PERMANENCE

Symbol of
SAFETY

MOST OF US DON'T KNOW

Hardly anyone—not even the publisher—
knows how important a newspaper is to a
community.

The smaller the town, the more import-
ant the newspaper is in its economic life.
Its news, editorials and feature stories
focus the interest of surrounding territory
on the place in which the paper is published.

This force and the force of advertise-
ments by local merchants build an ever-
widening trade area. This means more
business, more money for schools, homes
and churches—a bigger and better town.

A town with a newspaper is a town with
a future. The better the paper, the brighter
the future.

It deserves the support of every business
man in that town.

We are trying to make this paper
worthy of our town. Your help and
suggestions are appreciated.

DIDSBURY PIONEER

A Newspaper is More Than a Business—It
is A Community Institution

**HOW MUCH DOES
ADVERTISING COST?**

Have you ever sat around in a
fat chewing session and listened to
somebody come up with the observa-
tion that the millions of dollars
spent on advertising boosts the cost
of the goods you buy? The arith-
metic of the past, however, knocks
into a cocked hat any assertion
that advertising raises the cost of
goods. For example:

In 1927 a nationally advertised
electric refrigerator cost \$310. By
1940 the price had dropped to less
than half, while storage capacity
had increased 63 per cent and
power consumption had been cut.

Over a twelve-year period a fam-
ous drug product, through mass
advertising, increased sales 600 per
cent, lowered the selling price by
more than 50 per cent.

A famous washing machine, first
manufactured in 1909, struggled
along for years because the maker
"did not believe in advertising,"
but sold through door-to-door sales-
men instead. In 1915 national ad-
vertising was started. Result—the
retail price was almost immediately
lowered 25 per cent. Today they
sell a far better washing machine
at less than one-third the price of
the 1909 model.

Those are facts. Would any of
the advertising critics prefer to buy
the original models of these prod-
ucts and pay the original prices?
And lest you think those are iso-
lated cases, here are more facts.

In 1910 seven-piece ladies' bath-
ing suits were sold by Jantzen for
\$25 and up. The 1918 "steamlined"
model was priced at \$8.50. By 1941
the price had declined to \$4.95. In
1906 the Gillette razor cost \$5.00.
Thirty years later it sold with five
Gillette Blue Blades for only 40
cents.

Box cameras slid from \$8 in 1888
to \$1 in 1936. Tires moved from \$25
in 1910 to \$15 in 1925 to \$12 in
1936—with mileage up from 2,500
to 12,000 to 25,000. From 1928 to
1941 the average of all vacuum
cleaner prices came down 19 per
cent; electric refrigerators came
down 54 per cent; cameras 80 per
cent; canned soups 29 per cent; to-
ilet soaps 60 per cent; table model
radios 79 per cent.

With figures like these, who can
seriously claim that advertising in-
creases the cost of goods to the con-
sumer? Who can deny that prices
such as these were pushed lower
and lower as a result of mass pro-
duction, mass advertising and mass
consumption.

There is no way to get consumer
products before the public and
make the public want them, buy
them, use them and buy them again
other than through the power of ad-
vertising in its various forms. Ad-
vertising is the next best thing to
personal, face-to-face selling, and
infinitely less expensive. It supplies
the housewife, the man in the street,
the child at play with goods and
services that make living, shopping
and working easier, more conven-
ient and less expensive.

**BARLEY CONTEST
SHIPMENTS START**

Carload entries in the 1947 National
Barley Contest sponsored by
the Brewing and Malting industries
started arriving in late August at
the grain inspection branch in Win-
nipeg.

A less favorable season than in
1946 may have had some effect on
quality. In the southern part of the
Western Region barley area, bad
weather has deteriorated both yield
and grade. In some of the territor-
ial regions prescribed for the con-
test, the results may be disappoint-
ing but contestants in these regions
at least are all on an equal footing.

Barley returns show great varia-
tions in yield and grade. Fortu-
nately both are better as one moves
north and there is likely to be some
good quality products for the final
judging.

ECONOMIC TRACTOR USE

On the basis of present tractor
prices a farmer should have 750 to
800 hours of work per year as the
very minimum before deciding to
buy a diesel in place of a distillate
or gasoline farm tractor.

The above statement was made
by E.B. Martin, agricultural engi-
neer for the Alberta department of
agriculture. While diesel fuel is
cheaper, the cost of the machine is
much higher than that of an ordinary
tractor.

YOU PAY THE SAME for Counter
Check Books, whether you order
them from a salesman, or from
The Didsbury Pioneer. Buy at
home and support local industry.

The Essential Link**IT'S THE LOCAL TOUCH THAT REALLY COUNTS**

The magnetic power of local news to win and hold people's
attention is as fundamental as human nature itself. Local
news begins to play its part in a man's life with a one-line
notice announcing his birth. Progress in school, participa-
tion in sports, graduation, engagement, marriage follow
... each likely to figure somehow in local news.

Then comes the upward climb in business, perhaps an
entry into politics, almost surely some activity in civic,
religious and social affairs ... each step productive of
news that's of vital interest to self, to family, to friends
and fellow townspeople. So it goes till death itself writes
the final story.

Only in the Hometown Weekly Newspapers can people
satisfy their craving for this kind of news, their unceas-
ing curiosity about what goes on close to home. And only
there can they find every week the local buying informa-
tion they need. Which explains very largely why people
read The Didsbury Pioneer so eagerly and thoroughly, and
why such weekly newspaper advertising produces such
satisfactory returns.

Local Business Men cannot afford to neglect these buyers
who live in Didsbury and district, and are so well served by

THE DIDSBURY PIONEER**HELICOPTER SAVES
WET CHERRY CROP**

The latest use for the helicopter
in agriculture was demonstrated at
Santa Clara Valley, California,
when a \$250,000 cherry crop was
saved, says New Agriculture. There
had been a heavy storm on the pre-
vious night, and the growers feared
that the drenched ripening cher-
ries would swell and split when
the sun hit them when wet. An
army helicopter was brought in to
rescue it skimming over 200 acres
of orchards at 15 miles per hour
with its wheels almost touching the
tree tops. This aerial fan man-
oeuvre lasted for four hours and
dried the fruit. The crop was saved
but in southern Alameda country
where the growers had no rotored
plane, the damage to the cherry
crop is estimated at \$68,000.

**BRITAIN IS NOW AN
ATOMIC POWER**

In August of this year Britain be-
came an "atomic power" when con-
tinuous atomic energy was released
for the first time in that country.
This exciting news was given by
Professor Cockcroft, the director of
the Hartwell Atom Station at the
meeting of the British Association
in Dundee. He said that a chain
reaction of splitting uranium atoms
had been established in his labora-
tories and already the Hartwell
engine is producing enough energy
to supply a large block of flats with
light and power. In a month's time
they will use power released by
atomic fission to heat gases up to
350 degrees centigrade. He said:
"With 100 tons of uranium an
atomic pile of this kind could gener-
ate energy equal to 100,000 kilo-
watts for 20 years without fuel re-
placement. If we could utilize the
whole energy then one ton of ura-
nium would be the equivalent of 3,
000,000 tons of coal." It was prob-
able that an experimental power
plant would be built during the
five years to obtain the first oper-
ating experience with nuclear
power generators. Advance already
has been made in the application of
radio-active materials to scientific
research, medical diagnosis and
treatment, engineering and indus-
try. The new factories starting in
Dundee under the Government
schemes and working on those lines
will eventually employ 8,000 people.

During the first seven months of
1947 hog slaughtering in Canada
totalled 2½ million head. This is a
reduction of 5.8 per cent from the
total slaughtering for the same
period in the previous year.

**WHAT MAKES THIS
JUMPING BEAN JUMP**

A new type of Mexican jumping
bean was discovered recently by an
inspector of the Plant Protection
Division, Dominion Department of
Agriculture. A Toronto salesman
coming from the United States de-
clared to the Customs Officer at
Fort Erie, Ont., a cartoon he had as
"Mexican Jumping Beans". The
Plant Protection Division Inspector
knew that the Mexican Jumping
Bean jumps because it contains the
living larva of Carpopocapsa saltans
an insect common in Mexico. As
Canada allows the importation of
living insects only under permit
when considered of practical value,
the Mexican Jumping Bean being
regarded as a novelty only is, there-
fore, prohibited.

When the inspector examined
the beans in the carton he found
instead of the common three celled
pods, which provide shelter and
food for Carpopocapsa saltans, 1,440
small plastic capsules not much like
a bean of any kind in the carton. In
each capsule was a small ball bear-
ing that made the capsule jump like
a cat on a hot griddle. "The best
type of jumping bean I've seen,"
said the inspector, "because it does
not present any pest problem."

As no agricultural or other re-
strictions applied, the new species
of jumping bean is making its gyra-
tions before those who are likely to
buy such a novelty.

The "genuine" Mexican jumping
bean has for years provided a nice
profit for vendors at fairs and side-
walk pitches in the United States.

A sample of the new "bean" has
been added to the official collection
of "insect" interceptions in Ottawa.

Farmers are warned by the Al-
berta department of agriculture to
build up feed and seed supplies this
fall. It is believed that there may be
some difficulty in obtaining seed
and feed later in the season as farm-
ers in eastern Canada will require
large quantities of western grain
and Alberta crops will move rapid-
ly to eastern points.

**POULTRYMEN ADVISED TO
ASSURE FEED SUPPLIES**

C.W. Traves, Alberta's Poultry
Commissioner, advises poultrymen
to make sure of their feed supplies
now. Mr. Traves points out that the
eastern provinces and British
Columbia are greatly concerned
about the grain situation on the
prairies. There will be heavy ship-
ments to the East and to the West
and with our present crop prospects
it is essential that Alberta farmers
and specialized poultrymen exert
every effort to see that they hold

**GOOD CHEAP SEED
AVAILABLE TO FARMERS**

(By H.G.L. Strange)

Some farmers each year decide
that they would like to buy quite
a large quantity of good seed, but
do not want to go to the expense of
purchasing such a large amount of
fairly expensive Registered and
Certified seed.

In almost every district there is
a source of cheap seed available to
farmers, some of which is often
quite as good as Registered or Cer-
tified seed. These stocks are some-
times known as "Crop Testing Plan"
"A" seed. Such stocks are re-
presented by the tests that were
made on samples of farmers' fields
growing this summer.

Some of these stocks were classed
by professional cerealists and plant
breeders as being almost completely
true-to-variety. A simple inquiry,
therefore, by any farmer among
his neighbors or from Elevator
Agents will give him the location
of some nearby farmers who have
some of this "Crop Testing Plan"
"A" stocks in their bins.

Farmers who own these stocks as
a rule are willing to sell them to
the neighbors for a small pre-
mium.

When stocks pass from farmer to
farmer there is no need to have
them inspected by the Government
even though some of them may be
equal to Registered or Certified
seed. This is certainly a way for
farmers to secure fairly large
quantities of good seed of the vari-
ety required and at a cheap price.

over or are assured of obtaining
sufficient grain to last them from
now until next crop year.

You can estimate that for each
laying bird, you will require (for
whole grain and ground grains in the
mashes) approximately eighty
pounds per bird. This eighty pounds
of whole grain should consist
roughly of forty pounds of wheat,
thirty pounds of good quality whole
oats, and ten pounds of barley, and
every effort should be made to see
that this grain is available. In some
districts poultrymen who are short
of grain have made arrangements
with a neighbor who has grain, to
hold this grain for them, and they
haul it away as required, which
saves the neighbor the trouble of
having to deliver to the elevators.
In some instances farmers have
been willing to pay some storage
charges in order to assure that the
grain be held for them. In any
event, if sufficient grain is not as-
sured from now until next harvest
season, there is no doubt that there
will be difficulty in obtaining grain
requirements for poultry feeding
next spring and summer.

THE STRIKERS STRUCK

Ketchikan, Alaska—All Ketchikan was on strike recently, business men locking the town up tight in retaliation against a longshoremen's strike which balked the unloading of cargo.

The business men closed all the city's stores and saloons, and said they were prepared to keep the town closed for a month if necessary to get cargo unloaded.

PEPPER SUPPLY

For some time there has been considerable apprehension among Canadian housewives regarding the possible necessity for the continued use of wartime substitutes for pepper. With regard to this the Canadian Trade Commissioner at Singapore writes that there are ample supplies of various types of pepper from Singapore and prospective Canadian buyers can be supplied with firm offers at any time.

GARDENING HINTS

(By AT. KEMP)
Olds, Alberta
(Assistant District Agriculturist)

Did you prune out now the old wood of raspberries or those canes which have born fruit this year? It is a good time to also thin out the thin, weak growth and all dead wood so as to allow maximum sunlight to the wood, as well ripened material stands the winter better and a small amount is easier to cover or give winter protection to than a large amount.

Did you plant out young raspberry canes if a fresh plantation is needed? It is false economy to plant dwarf, stunted material which is likely diseased and only bear dried small berries. This office will tell you if it is healthy or otherwise if you make your questions known.

It is a good idea to select early dwarf growing, disease free tubers from potatoes and set them aside for next year's early sprouting and planting. The best ones are the size of a hen egg for this purpose, but if selection is made from the mass that has been overwintered there is the likelihood of choosing those that are diseased. Increase the yield by selection of the best, largest numbers of medium sized tubers for future use. Be lazy by doing now a little careful work to give more time for other work.

Notice the results of tomatoes given and high yield of thirteen and a half pounds grown by Mr. and Mrs. Les Eskin of Olds. This was one of the Determinate type which have lately become popular because staking and pruning are not necessary. It is a lazy man's tomato, but if you look to the future, naturally it is presumed they selected the largest, earliest and best fruit to ripen the seed.

Label clearly the good varieties of gladiol and dahlia which must be dug rather soon. Simple pieces of wood, slightly smeared with white paint, written with a soft pencil immediately or while the paint is still wet, answers the purpose admirably.

Hang tomato plants from the basement ceiling by the stem and in small bunches. They can be picked as they ripen till about the end of April. An open sack or old sheet suspended beneath will catch any that are likely to fall.

Next week. Purchasing and Planting Peonies. Growing Bulbs For Spring Use, Etc.

HAIL DAMAGE HEAVY

The 1947 hail damage is one of the heaviest since the board was formed 10 years ago. Its exact extent, so far as the board is concerned, won't be known until the end of the season, two weeks hence.

A glance at the hail map in the head office in Calgary shows every section of the province was hailed except a large area in the east-central district. This area is bounded by a line roughly from Drumheller to Bassano, then along the Bow River to Medicine Hat and east to the Saskatchewan border. north on the border to Twp. 26, and then in a northerly arc back to Drumheller. Elsewhere there is hardly a township that has not been hailed. Scores of townships have had hail in every section, and many of the pins on the map represent four storms.

FARM FLOCK RAIDED BY WOLF BEASTS

FERINTOSH—Beasts of wild dog character have made their appearance in the Red Deer Lake district. On September 10, they killed sheep near the barns of the Carl Pierson farm. Such beasts are from Rocky Mountain region, and resemble a wolf-coyote breed, larger than a coyote and darker in color.

The invading animals are gun-shy, but otherwise they are not afraid when men approach. John Beer, who farms the Pierson place, has seen such animals in the mountains. A pair of them chased dogs belonging to Lester Campbell, right up to the Campbell house. By a lucky chance, the Campbell's young daughter was not at the time at play in the yard. — Herald.

SOME SQUEEZE

The strong man at the fair had squeezed the juice out of a lemon. Holding it up before the crowd he shouted, "I give \$5 to anyone who can squeeze another drop of juice out of this lemon!"

Up stepped a little man. He gripped the lemon and, to the surprise of the crowd, squeezed out several drops.

"It's easy," he murmured, "I'm a tax collector."

SEE ALL WEATHER ROAD TO B. C. BORDER

Alberta will have an all-weather road to the B.C. boundary in the Peace River district during the summer in 1948, according to information received by the Alberta Motor Association from the provincial Public Works Department.

While the road will be hard surfaced or gravelled all the way from the U.S. border by that time, there still will be a dirt section from the B.C. border to Dawson Creek, the southern end of the Alaska highway. B.C. says it cannot rebuild and gravel that section until 1949, because it is busy rushing work on the \$6,000,000 Prince George-Dawson Creek road, which will be completed in 1949.

Various Alberta organizations have passed resolutions from time to time to stress the need of the Alberta and B.C. governments taking joint action to provide an all-weather link with the Alaska highway.

In 1948, undoubtedly a still larger number of U.S. tourists will enter Alberta and a large per centage of these will want to drive over at least part of the Alaska highway. While that highway has not been opened to general tourist traffic, it is believed that restrictions will be eased to a limited extent next year. Thus it is all the more important to speed the graveling of the connecting links.

FARMERS, RETAILERS MAY SLAUGHTER CATTLE

A new Prices Board order will permit regional offices of the board to issue meat slaughter permits to farmers or retailers, it was learned tonight.

A board official explained that the move is not expected greatly to help the meat shortage building up through the packing plant strikes, but is designed mainly to take care of cases where cattle or hogs would deteriorate in value if unslaughtered.

Under present board regulations, no one is permitted to slaughter without a permit, and previously only a few farmers and butchers held permits.

The move, while not expected to help the general meat shortage, may make things easier in small villages and rural areas. In many cases, small-town butchers have equipment for slaughtering and farmers whose cattle are ready for slaughter may market their meat in this way under the new regulation. In every case, the local Prices Board official will have the authority to issue the permits.

In larger centres local health regulations generally prohibit farmers from selling slaughtered meat directly to butchers.

A timely bit of advice to motorists as to courtesy when on the road, is given by Editor Davis of The Elminia Signal, when he says, "Take particular attention the next time you are on a busy street or highway and see how lacking courtesy is today in the display given by motor car drivers. If you find one who slows down or stops to let a woman and a baby carriage cross the street, if he allows some car to back out of a tight spot, or he takes his turn in going through congested traffic, or he does not use his horn to blast all and sundry off the road ahead of him—you have just seen something that is almost extinct among the driving public. Still he is a man with manners and to be complimented."

WHO DOES YOUR PRINTING?

All business houses need more or less printed matter, all of which is within the possibilities of the local printer. Yet how prone many are to pass up the home printer and let the orders go to city offices which have no interest whatever in rural communities except to get printing orders and the cash to pay for them.

Business men, remember that the home paper is constantly promoting the interests of the home community and you owe it to yourself and your local paper to back up these efforts by at least having your printed matter done locally.

When In Need of Printed Matter Consult

DIDSBURY PIONEER
TELEPHONE: 12

AUCTIONEER

— AND —
REAL ESTATE AGENT
LICENSED & BONDED

FARM LANDS
HOUSES & BUSINESSES
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DIDSBURY, ALTA.

MONEY TO LOAN

ON FARM LANDS
Long term—interest 5%
per annum
Call for full particulars

C.E. REIBER

Church News
EVANGELICAL UNITED
BRETHREN CHURCH

Rev. A.J. Grams, Pastor
10:30 a.m.—Morning Worship.
11:30 a.m.—Sunday School.
7:30 p.m.—Evangelistic Service.

Wednesdays:
8:00 p.m.—Prayer Service.

Fridays:
8:00 p.m.—Young Peoples Meeting and Choir Practice.

A warm welcome awaits you in these services. Come and let us go up to the House of the Lord together.

CHURCH OF ENGLAND

St. Cyril's, Didsbury

Rev. F.C. Musson, L. Th., Rector

DIDSBURY SERVICES

First Sunday in the month—

Evensong 3.00 p.m.

Third Sunday in the month—

Holy Communion 11.00 a.m.

UNITED CHURCH

Westcott—11:00 a.m.

Rev. D. Whyte Smith, Minister

11:00 a.m.—Sunday School

7:45 p.m.—Evening Worship.

M. B. C.

Mennonite Brethren in Christ

Rev. D. C. Eby, Pastor

Sundays:

1:30 p.m.—Sunday School.

2:30 p.m.—Preaching Service.

7:45 p.m.—Preaching Service, including Young Peoples' Meeting on alternate Sundays.

Wednesdays, 8 p.m.—Prayer service

REDEEMER LUTHERAN

'The Church of the Lutheran Hour'

Rev. E.B. Fox, Pastor

WESTCOTT SERVICES—

First and third Sunday at 11 a.m.

DIDSBURY SERVICES—

First and third Sunday at 2 p.m.

Second and fourth Sunday at 10:30 a.m.

Sunday School after each service

THE LUTHERAN HOUR—

Every Sunday over CFCN, Calgary at 9:30 a.m.

PROFESSIONAL ADS

J. A. D. PAUL, M.D.
C. M. L.M.C.C.
L. J. PATTERSON, M.D.
C. M. L.M.C.C.
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Office Phone 63, Didsbury.

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Associated With
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Artificial Wreaths..... \$10 to \$36
Tomatoes, Monuments, flower
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SAMPLES ON HAND
PHONE 107 — DIDSBURY,

— SEE YOUR —
IMPERIAL OIL AGENT
FOR ALL KINDS OF
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**GASOLINE AND
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YOU WILL BE MORE
THAN SATISFIED
By Having Your
**WATCH, CLOCK
OPTICAL REPAIRS**
FIXED RIGHT IN DIDSBURY
All My Work is Guaranteed
PRICES REASONABLE
East of Pioneer Office
WM. GONTASH
WATCHMAKER & JEWELER

**THE MIDLAND PAYS THE FULL VALUE
OF YOUR GRAIN AT THE ELEVATOR DOOR**

**WATCH THE PRICE LEVEL AND GRADE RETURNS
ON MIDLAND DELIVERIES**

MIDLAND & PACIFIC GRAIN CORPORATION LTD.

**TIRE
HEADQUARTERS
FOR
DIDSBURY**

**AUTHORIZED
GOOD YEAR
SALES AND
SERVICE**

EDFORD MOTORS

CHEVROLET AND OLDSMOBILE DEALERS
ED FORD, Prop. — Phone 58, Didsbury

**MAY WE BE
BLESSED WITH**

A Bountiful Harvest

Naturally for our own prosperity in Alberta, we all want abundant crops. But today these are more than ever necessary in a world of shortages.

**We hope that your season's labors
have been fruitful.**

Just a reminder—If equipment is carefully checked when your work is done and safely stored, it will require less attention in preparation for next season's work.

**SUGGESTED BY
BREWING INDUSTRY OF ALBERTA**

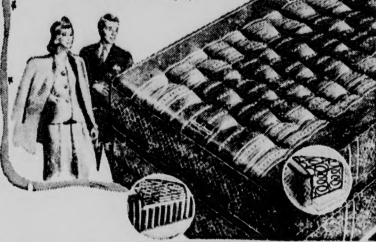
Simmons Bedding

IS NOW IN BETTER SUPPLY, COMPLETE RANGE NOW ON DISPLAY

SIMMONS SLUMBER KING MATTRESS & BOX SPRING

Good housekeepers consider durability and good appearance essential qualities in bedding. Add to these the comfort of Simmons SLUMBER KING spring-filled Mattress with SLUMBER KING Box Spring and you have enduring comfort with economy in bedding equipment.

From many years of experience, Simmons know that comfort, durability and beauty are the three primary requirements in bedding. See for yourself how well they are combined in Simmons King Mattresses and Box Springs now on display.



Slumber King Spring-Filled Mattress ... **42.50**
Deep Sleep Spring-Filled Mattress **47.50**
Beauty Rest Spring-Filled Mattress **62.50**
(Matching Bases or Springs Available for Above)
Other Spring-Filled Mattresses from ... **29.50**

SPECIAL BED OUTFIT (AS ILLUSTRATED)



Bed, Spring, Layer-Built Mattress **37.50**

BUILDERS' HARDWARE STORES LTD.
ED WATKIN, manager PHONE 7

FOR EXPERT SERVICE AND MODERATE PRICES TRY —

ANDERSON'S MACHINE SHOP

ELECTRIC AND ACETYLENE WELDING
LATHE WORK — GENERAL REPAIRS

One block south and one block west of Atlas Lumber Company

STOP AT THE SIGN OF THE BIG B.A.

NOW IS THE TIME TO SEE US ABOUT
YOUR FALL OVERHAUL
FOR YOUR CAR AND TRACTOR
PEERLESS OILS AND GREASES
WELDING — WILLARD BATTERIES
PHONE 53 — DIDSBURY

-: DISTRICT NEWS -:

BURNSIDE NEWS NOTES

A number of duck hunters were out in this district on Saturday, but no reports have been received on the number of birds shot.

Lloyd Anderson spent the week in Calgary with his parents, Mr. and Mrs. Ed Anderson.

Miss Norma McCulloch spent the week end at her home in the district.

Heavy rain last week has held up all harvesting and it will be another week before much threshing is done. No frost damage has been reported. Flowers are blooming and gardens are still green.

Mr. and Mrs. Howard Charlton of Carstairs district were Sunday visitors with Mrs. Charlton's sister, Mrs. Ivor Weber, and Mr. Weber.

We hear that a number of deer are roaming around in this part of the country.

NOTES FROM THE WEST

Congratulations to Mr. and Mrs. V. Burkholder of Cremona. It's a boy, Lee Alvin.

Mrs. W.F. Brown of Chilliwack, B.C., who is spending a few weeks with her daughter, Mrs. Alec Blain, was a Calgary visitor last week, and is at present visiting in Edmonton.

Mr. and Mrs. Arnold Hogg spent Sunday afternoon with Mr. and Mrs. J. Ray.

Mr. and Mrs. Monck of Calgary spent the week end at the home of their daughter, Mrs. D. Hoesgood. Mrs. Annie Krebs and family were dinner guests Sunday with Mrs. K. Koshchuh.

A heavy, wet snow Thursday night in the Elkton district broke branches off small trees and shrubs and laid low the uncult crops.

Mr. Norman G. Hogg, who was a patient in the Didsbury hospital last week, is able to be out and about again.

LOCAL NEWS ITEMS

The street committee of the Town Council ordered the large grader out on Monday and some of the town streets were smoothed out.

Mr. and Mrs. Rogers and family of Eagle Hill spent Sunday with the Wiggins family.

The Didsbury Lions Club will hold regular Saturday night dances in their hall from 9 to 12 o'clock. The first dance will be held this Saturday, September 27.

Herb Stiles has added a front porch to his home in the north end of town.

Fire which broke out at the home of Miss Celina Dedels about 9 p.m. Sunday night, was quickly extinguished by the local fire brigade. The blaze started just above a hot air register in a partition of the wall but only needed the application of water to be subdued. Only minor damage was sustained.

Cedar Grain and Insul Brick Siding. Insulation for any building. Snow Fence for open bins—At Cassidy's.

Mr. and Mrs. Kenneth McNair and little son, Garry, of Chico, Calif., have been visiting for the past two weeks at the home of Mr. McNair's aunt and uncle, Mr. and Mrs. A.C. Wahl. They have been travelling since April through the southern and eastern States, eastern Canada, Manitoba and Saskatchewan. They thought the Calgary-Edmonton highway as good as any they had travelled over, but didn't care much for the muddy roads after the recent snow and rain. The McNair family left Monday morning for Vancouver on their way home to California.

WANTED

500 TURKEYS
(For Thanksgiving)
ALSO OTHER POULTRY
OF ALL KINDS
Live, Dressed or Rail Grade
Calgary Market Prices

F. PLATZ

Poultry Wholesaler
Reg. No. 2-250 — Phone 131

NOTES FROM THE EAST

Henry Campbell and Thomas Patterson were Calgary visitors the first of the week.

Among those from the East who attended the Fun Parade program in Calgary last Thursday were Mr. and Mrs. Clare Herron and Mr. and Mrs. Hulse Zeigler.

Several people from Carstairs were seen duck hunting near the Fred Metz place on Saturday.

Due to the bad condition of the roads from the recent rains, the Burnside school teacher was seen being driven to school on a tractor Monday morning.

Miss Shirley Stewart has been helping Mrs. D.B. Wood with the threshers.

Mr. and Mrs. Glen Cipperley and George Cipperley of Washita, Iowa, who have been visiting at the L.S. Cipperley home for the past three weeks left Friday for their home in the States. They were accompanied on their return by Mr. C.L. Cipperley, who will spend the winter months there visiting his father and brothers. Before they left on their return journey the visitors were honored at a gathering of relatives at the A.E. Thompson home.

EVANGELICAL YOUNG PEOPLE TO HOLD RALLY IN DIDSBURY

Beginning Saturday evening, September 27, at 8 o'clock the representatives from the various Youth Fellowships from Torrington, Three Hills, Calgary and Vulcan will meet in Rally services in the Evangelical Church, Didsbury. The following program has been outlined:

Saturday, 8 p.m.: Opening Rally Service. Sermon by Rev. Reigel.

Sunday A.M.: Communion Service. Sermon by Rev. Wildeman.

Sunday, 2:30 p.m.: Young People's Service. Messages by the Young People on the theme "Forward Together With Christ in Fellowship."

Sunday, 7:30 p.m.: Another great service for Young People. Sermon by Rev. Huber.

If you enjoy good singing, good preaching and good Christian fellowship, then you cannot afford to miss this Rally. You are welcome.

C.L. CIPPERLEY HONORED ON SIXTY-FIFTH BIRTHDAY

C.L. Cipperley was the guest of honor at a chicken supper held at the home of Mr. and Mrs. L.S. Cipperley on Sunday, September 14th, the occasion being his 65th birthday. Eighteen relatives were present at the gathering and during the evening Mr. Cipperley was presented with a set of travelling cases.

Mr. and Mrs. Mac Dundas of Alingham were also among the guests.

"APEX" WASHING MACHINE

Selling at .. **169.50**

Sound Equipment

To Rent

Electric Wiring Done

CLAYTON'S ELECTRIC

— THE — MARVIAN

LADIES

ZIMMERKNIT VESTS

In Medium and Large sizes

Large Size
COTTON BLOOMERS

FLANNELETTE PYJAMAS
Sizes 18 - 20

We will be glad to take orders for
PERSONAL GREETING CARDS FOR CHRISTMAS
Come In and See Our Selection

AT CASSIDY'S

- HALF PRICE ON ODD WINDOWS AND SASH.
- THREE TRUCK TIRES LEFT.
- FOR JOHN DEERE — SERVICE MAGNETO. EXCHANGE PRICES ON BLOCKS AND CRANK-SHAFTS.
- SEVERAL SIZES OF WATER COOLED AND AIR COOLED ENGINES.

K. A. CASSIDY - DIDSBURY

NOW AVAILABLE

- HIGH POWER SAVAGE .300 RIFLE
- SHELLS FOR THE DUCK HUNTERS
- GOODRICH 6-TUBE AUTO RADIO
- HYDRAULIC AND MECHANICAL JACKS IN STOCK. See our famous Jack-All, a jack for many uses.
- BATTERIES OF ALL KINDS IN STOCK
- AUTO TIRES AND TUBES ON HAND

R. E. LANTZ

PHONE 38 — DIDSBURY

SUNRISE BREAD

No matter what the menu, the table wouldn't be complete without a plentiful platter of wholesome nourishing **SUNRISE BREAD.**

And you'll give EXTRA satisfaction by serving delicious **SUNRISE BREAD.**

FRESH BUNS, COOKIES, ETC. BAKED DAILY



DIDSBURY BAKERY & CONFECTIONERY

FRED MILLAR, prop.

PHONE 27

WE CARRY A FULL LINE OF

FRESH MEATS

CHOPS — CUTLETS — STEAKS — ROASTS
AND ALL OTHER CHOICE CUTS

SMOKED AND COOKED MEATS
WHEN AVAILABLE

KIRBY'S MEAT MARKET

Phone 127

Didsbury

FARMS FOR SALE

320 acres, Westcott district. 200 acres under cultivation, running water. House, barn and other buildings.

PRICE **\$22.50** per acre, CASH

640 acres, Westcott district. 320 acres under cultivation, running water. House, barn and other buildings.

PRICE **\$17000** CASH

C. E. REIBER

Real Estate and Insurance

Phone 90, Didsbury

THE FAMOUS FAIRBANKS-MORSE

2-3 H. P. ENGINE

IS NOW AVAILABLE

WE HAVE THEM ON HAND FOR IMMEDIATE DELIVERY

ROGER BARRETT

— FORD DEALER —

PHONE 126 — DIDSBURY



GRANARY LUMBER

We have in stock good dry Shiplap — and Skids, Joists, Studs, Flooring and Shingles.

MAKE OUR YARD YOUR YARD
FOR YOUR GRANARY LUMBER

ATLAS LUMBER CO., LTD.

J. GLAUM, manager

PHONE: 125

Shop at McCullough's

FALL COATS—Make your selection from our range of smart and serviceable numbers.

"TEEN-AGE" DRESSES—In Wools and Fall Crepes.

SKI SUITS—For Children, Misses and Ladies.

"SUPERSILK" PENCIL SEAM HOSIERY—In Fall shades.

Percale Sheets - Wabasso Sheets - Wool Blankets

JEWELLERY — KOTIONS — NOVELTIES

McCullough's Clothing

HALLIDAY'S

"THE BEST FOR A LITTLE LESS"
PHONE 101

CORN STARCH, 1 lb. pkg.	15c
LUX FLAKES, per pkg.	33c
PITTED DATES, per lb.	29c
SODONE SOAP POWDER— 14 oz. pkgs.	2 for 35c
BLUE BARREL LAUNDRY SOAP	23c
RIDEAU CHEESE, 2 lb. pkg.	95c
SHIRIFF'S SEVILLE ORANGE MARMALADE, 24 oz. jar	55c
SHIRIFF'S GOOD MORNING MARMALADE, 24 oz. jar	55c
AEROWAX NO RUBBING, Ot. tin	59c
AEROWAX NO RUBBING, Pint tin	33c
MACARONI, Ready Cut, 5 lbs.	45c
CREAMETTES, Ready Cut, 3 lbs.	49c
TUNA FISH, 7 oz. tin	50c
AIMCEE SOAP FLAKES, per pkg.	33c
RAISINS, Australian, 2 lb. cello	45c
WALNUTS, Light Amber, 1/2 lb. cello	25c

Look over the Special Bedding advertisement of the Builders' Hardware on page 5 of this issue.

Mr. and Mrs. C. Dickau and Mr. and Mrs. Mike Shaw left Tuesday for Vulcan to attend the funeral of George Whitting who died Sunday, September 21. The funeral was held Tuesday. Mr. Whitting is an uncle of Mr. Dickau and Mrs. Shaw.

Mr. and Mrs. C.W. Green of Kina, Idaho, are visiting with the latter's parents, Mr. and Mrs. Theo Reist, and other relatives and friends in the district.

Mr. Cober, who went into partnership this summer with W.K. Snyder, has secured a position as an electrician at Exshaw and leaves the first of October to take up his new duties.

REXALL ONE CENT SALE

WED. — THURS. — FRI. — SAT.

OCT. 1-2-3-4

SEE LARGE POSTER
FOR BARGAINS

LAW'S DRUG STORE

The Rexall Store — Phone: Store 40—House 139

LOCAL NEWS

Miss Agnes Reimer, who is attending Garbutt's Business College, visited at her home in the Elkton district last week.

J.F. Moir arrived last week from White Rock, B.C., and will spend the next couple of months in the district looking after his farming interests.

Used 3-bottom 16-inch Plow. New Wagon on rubber with 6.00x16 tires \$199.95.—At Cassidy's. 38-21c

Douglas Worlie, who has been visiting at the Durant home in Vancouver for ten days, left by boat for Seattle on his way south to Berkeley, Calif., to attend University.

The regular meeting of the Didsbury branch of the Canadian Legion will be held on Thursday, September 25, at 8 p.m.

Miss Jean Durant, who has been teaching in the Olds School Division for the last three years, has accepted a position as senior clerk, assistant to the librarian of the young peoples division of the Vancouver public library. She is now living at the home of her parents in Dunbar Heights, Vancouver, B.C.

Little Georgina McDonald returned to her home at Hamtania after spending the past five weeks with her grand parents, Mr. and Mrs. George Jones.

Mr. and Mrs. Bob Eubank, Mrs. Art Reiber, Clint Reiber and Sam Krueger were Calgary visitors on Saturday, where the men in the party watched South Africa's Bobby Locke play an exhibition game of golf at the Calgary Golf and Country Club.

John Allen arrived Saturday from Vancouver and has been renewing acquaintances in town and district prior to supervising harvest operations on his farm west of town. Mr. Allen is at present visiting with his son, John, who is an oil driller at Leduc.

The duck shooting season opened in Alberta on Saturday, September 20, and while wet weather and bad roads prevented many pilgrims from going out the opening day, those who did go out report birds plentiful on the numerous sloughs in the district and many good bags were secured.

H.J. Wall of Calgary was a Didsbury visitor over the week end.

Mr. Jim Foreman of Lomond, Alta., visited over the week end at the home of his sister, Mrs. Eva Blain.

Ranton's

WEEKLY STORE
:: NEWS ::

Circular Knit
NYLON HOSE
At 1.00

Full Fashioned
SILK HOSE
(Subs). At 89c

New Shipment Of
BOYS' PARKAS

New Shipment of Boys'
WOOL JACKETS

New Shipment of Men's
WINTER JACKETS

Lots Of New
TOWELS

Unbleached Sheeting
Unbleached Cotton

Lots Of Striped
FLANNELETTE

Just Think !!
SOME MORE PRINT

Pure Wool
ARMY BLANKETS

KIDDEE'S GARTERS
With Shoulder Straps

CANTON FLANNEL
8-OZ. DUCK

Rainbow
BLANKETS
Pure Wool

Good Selection Of
CHENILLE
BEDSPREADS

SHOP AT —

Ranton's

And Meet Your Friends

Tom Pearson was a Calgary visitor for the first of the week.

Arthur Rupp and John Parker left Sunday to attend the University of Alberta. Mr. and Mrs. Parker took them to Edmonton.

ADDED TO OUR EQUIPMENT

TO BETTER SERVE YOUR NEEDS

SOUTH BEND LATHE

(13" SWING, 7' BED)

Operated by Oliver Darling, Who Can Handle Any of Your Machine Work

— AND A —

SMITH ELECTRIC WELDER

CALL IN FOR PARTICULARS ON

REDUCED TIRE PRICES

PAYNE-FREEMAN CO.

— PHONE 14 —

DIDSBURY — ALBERTA

NOW IS THE TIME!

Prepare for the Cold Winter Days Ahead

HOBBERLIN MADE-TO-MEASURE

OVERCOATS

FOR MEN \$34.00

MEN'S AND BOYS'

PARKAS

Reversible Style With Fur-Trimmed Hoods

MEN'S \$31.00

BOYS' \$17.50

HUNTING CLOTHING

MEN'S DRY BACK HUNTING PANTS 4.95

MEN'S WATERPROOF HUNTING COATS—
Each 9.50

RED LINED HUNTING CAPS 1.50

HEAVY WOOL SOCKS, per pair 50c to 1.50

J.V. BERSCHT & SONS
Shoes and Clothing

PHONE 36 DIDSBURY, ALTA.

RED & WHITE

SAVES YOU MONEY EVERY DAY

PHONE 39

YORK PRODUCTS

YORK BOILED DIN-
NER, 15 oz. tin .. 22c

YORK BOLOGNA—
12 oz. tin 25c

YORK SAUSAGE—
14 oz. tin 39c

YORK SPICED HAM—
12 oz. tin 39c

KAM, 12 oz. tin ... 35c

RAISINS, 1 lb. 23c

COCONUT, 8 ozs. 35c

RED & WHITE MILK—
talls, .. 2 tins for 25c

APPLES, B.C. Wealthy,
3 lbs. for 25c

DO-MOR Soap Powder—
22 oz. pkg. 33c



FOR
HEARTY
APPETITES

**BRENDA
YORK**

SUGGESTS
**YORK BRAND
STEW**

Ladies—keep out of hot kitchens!
York Brand stew is a complete meal—
lots of tender meat, fresh young
vegetables. Just heat and serve.
Hungry men have it—it takes only
a few minutes. And there's no
refrigeration problem either!



BRENDA YORK VOUCHERS
REDEEMED HERE

SHOOTING SEASON IS NOW OPEN



WE ISSUE GAME BIRD
LICENSES

WE HAVE THE SHELLS YOU REQUIRE
CANUCK, MAXUM AND IMPERIAL L.R.

MAC'S PHONE 33
DIDSBURY Service Hardware

The Didsbury Constituency Women's Institute will hold an executive meeting at the home of Mrs. Kynel and son, Boyd, were recent visitors at the home of Mr. and Mrs. Joseph Kynel Jr. of Bergen.